

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

Station and Location:

WRPZ-TV Durham NC

Date:

8-6-12I, Smart Media Group,being/on behalf of: Pat McCrory, a legallyqualified candidate of the Republican politicalparty for the office of: Governorin the Generalelection to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

\$420<sup>6</sup>/3570.00 N

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

The Pat McCrory Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jonathan Massachi

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***

5/31/12

Date

Julie A. Kearn

Signature

***To Be Signed By Station Representative***



Accepted



Accepted in Part



Rejected

[Signature]

Signature

MATT DONEGAN

Printed Name

USN

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Pat McCrory

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

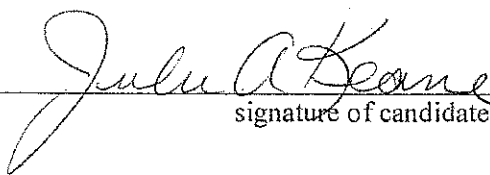
☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

printed name

date

**CONTRACT**

**WRAZ**  
**Diamond View Office Building**  
**512 S. Mangum St.**  
**Durham, NC 27701**  
**(919)821-8514**

And:

**Smart Media**  
**101 N. Columbus Street**  
**Suite 200**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 115893 /		<u>Alt Order #</u> 06257094
<u>Product</u> <b>MCCRORY FOR GOVERNOR</b>		
<u>Contract Dates</u> <b>08/06/12 - 08/12/12</b>		<u>Estimate #</u> <b>806812</b>
<u>Advertiser</u> <b>Pat McCrory for Governor</b>		<u>Original Date / Revision</u> 07/30/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WRAZ</b>	<u>Account Executive</u> N Welte	<u>Sales Office</u> Philadelphia Tel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> MCCRO	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 1	WRAZ	08/10/12	08/10/12	4-5p M-F	4-5p		:30			NM	0	\$0.00
D 2	WRAZ	08/10/12	08/10/12	6-7p M-F	6-7p		:30			NM	0	\$0.00
D 3	WRAZ	08/10/12	08/10/12	Fri Prime 8-9p	8-9p		:30			NM	0	\$0.00
D 4	WRAZ	08/06/12	08/06/12	WRAL's 10p News On Fox 5(Late News			:30			NM	0	\$0.00
D 5	WRAZ	08/06/12	08/06/12	WRAL's 10p News On Fox 5(Late News			1:00			NM	0	\$0.00
D 6	WRAZ	08/06/12	08/06/12	4-5p M-F	4-5p		:30			NM	0	\$0.00
D 7	WRAZ	08/09/12	08/09/12	4-5p M-F	4-5p		:30			NM	0	\$0.00
D 8	WRAZ	08/09/12	08/09/12	6-7p M-F	6-7p		:30			NM	0	\$0.00
D 9	WRAZ	08/07/12	08/07/12	4-5p M-F	4-5p		:30			NM	0	\$0.00
D 10	WRAZ	08/07/12	08/07/12	6-7p M-F	6-7p		:30			NM	0	\$0.00
D 11	WRAZ	08/08/12	08/08/12	4-5p M-F	4-5p		:30			NM	0	\$0.00
D 12	WRAZ	08/08/12	08/08/12	6-7p M-F	6-7p		:30			NM	0	\$0.00
D 13	WRAZ	08/08/12	08/08/12	Wed Prime Special	Prime Special		:30			NM	0	\$0.00
N 14	WRAZ	08/07/12	08/10/12	WRAL's 10p News On Fox 5(Late News			:30			NM	4	\$2,800.00
3Q NON WINDOW CLASS 1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$700.00			
D 15	WRAZ	08/06/12	08/10/12	7-8a M-F	7-8a		:30			NM	0	\$0.00
D 16	WRAZ	08/06/12	08/10/12	8-9a M-F	8-9am		:30			NM	0	\$0.00
D 17	WRAZ	08/12/12	08/12/12	9-10a Sun	9-10a		:30			NM	0	\$0.00
N 18	WRAZ	08/11/12	08/12/12	WRAL's 10p News On Fox 5(Late News		-----SS	:30	1	\$1,400.00	NM	1	\$1,400.00
3Q NON WINDOW CLASS 1												
<b>Totals</b>											<b>5</b>	<b>\$4,200.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/12/12	5	\$4,200.00	\$3,570.00
<b>Totals</b>	<b>5</b>	<b>\$4,200.00</b>	<b>\$3,570.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.